



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

12056

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5809

KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
KSL 5a News	EM	M-F		\$15.00	1	1	1	1	1			5
5:00 AM 6:00 AM		30		\$75.00								
KSL 6a News	EM	M-F		\$185.00	1	1	1	1	1			5
6:00 AM 7:00 AM		30		\$925.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Today Show	EM	M-F		\$950.00	1	1	1	1	1			5
7:00 AM 8:00 AM		30		\$4,750.00								
Sold out at LUR per KSL. Move to L1 to clear.												
Today Show	EM	M-F		\$350.00	1	1	1	1	1			5
8:00 AM 9:00 AM		30		\$1,750.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Saturday Today	EM	Sa		\$15.00						1		1
6:00 AM 7:00 AM		30		\$15.00								
Sunday Today	EM	Su		\$120.00							1	1
7:00 AM 8:00 AM		30		\$120.00								
Sold out at LUR per KSL. Move to L1 to clear.												
Sunday 9a News	EM	Su		\$125.00							1	1
9:00 AM 9:30 AM		30		\$125.00								
Sold out at LUR per KSL. Move to L1 to clear.												
Rachael Ray	DT	M-F		\$60.00					1			1
10:00 AM 11:00 AM		30		\$60.00								
KSL Noon News	DT	M-F		\$160.00			1					1
12:00 PM 1:00 PM		30		\$160.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Today III	DT	M-F		\$65.00	1							1
1:00 PM 2:00 PM		30		\$65.00								
Dr. Phil	EF	M-F		\$50.00	1	1	1	1	1			5
3:00 PM 4:00 PM		30		\$250.00								
Katie Couric	EF	M-F		\$140.00	1	1	1	1	1			5
4:00 PM 5:00 PM		30		\$700.00								
Sold out at LUR per KSL. Move to L2 to clear.												

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastrategies.com

Date/Time Sent: 9/18/2012 2:07:48 PM

KSL -TV

Page 1 of 2



Station Order Revised

Matheson for Congress 2012

Market: Salt Lake City-Ogden

Flight Dates: Monday, October 01, 2012 to Sunday, October 07, 2012

Estimate ID

12056

Contact: Craig Lewis

Email: clewis@ksl.com

Phone: 801-575-5555

Fax: 801-575-5831

Direct: 801-575-5809

KSL -TV

Program Name	DP	Days		Gross Rate	Mon	Tue	Wed	Thu	Fri	Sat	Sun	Total
		Length			Oct 01	Oct 02	Oct 03	Oct 04	Oct 05	Oct 06	Oct 07	
KSL 6:30p News	EN			\$385.00	1	1	1	1				4
6:30 PM 7:00 PM		30		\$1,540.00								
Sold out at LUR per KSL. Move to L2 to clear.												
KSL 5p News	EN	M-F		\$375.00	1	1	1	1	1			5
5:00 PM 5:30 PM		30		\$1,875.00								
Sold out at LUR per KSL. Move to L2 to clear.												
KSL 6p News	EN	M-F		\$425.00	1	1	1	1	1			5
6:00 PM 6:30 PM		30		\$2,125.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Saturday 6p News	EN	Sa		\$375.00						1		1
6:00 PM 6:30 PM		30		\$375.00								
Sold out at LUR per KSL. Move to L2 to clear.												
KSL 10p News	LN	M-F		\$1,750.00	1	1	1	1	1			5
10:00 PM 10:35 PM		30		\$8,750.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Saturday 10p News	LN	Sa		\$550.00						1		1
10:00 PM 10:35 PM		30		\$550.00								
Sunday 10p News	LN	Su		\$3,200.00							1	1
10:00 PM 10:35 PM		30		\$3,200.00								
Sold out at LUR per KSL. Move to L1 to clear.												
Tonight Show	LF	M-F		\$350.00		1		1				2
10:35 PM 11:37 PM		30		\$700.00								
Sold out at LUR per KSL. Move to L2 to clear.												
Station Gross Totals				\$28,110.00	11	11	11	11	10	3	3	60

Suzanne Collins

Media Strategies and Research

1580 Lincoln Street, Suite 510, Denver, CO 80203

suzannel@mediastategies.com

Date/Time Sent: 9/18/2012 2:07:49 PM

KSL -TV

Page 2 of 2